

The background of the slide is a scenic photograph of a mountain range at sunset. The sun is low on the horizon, creating a warm, golden glow across the sky and the mountain peaks. In the foreground, a dirt trail winds down a grassy slope, and three cyclists are visible riding away from the viewer. The overall atmosphere is one of adventure and achievement.

**PROMAX**

Lee Chi Enterprises Co., Ltd.  
**INVESTOR CONFERENCE for 2023**

2023/12/18

**Vision . Innovation . Passion**

# Company Structure

## Lee Chi GROUP

**Changhua Factory**

**Nantou Factory**

**Kunshan Factory**



# Company Overview

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- **Our History :**

Lee Chi was founded in May 1973. Our business includes design and manufacturing of bicycle components as well as other industrial parts.

In Nov 1995, Lee Chi went IPO and was listed in Taiwan Stock Exchange, with the listing code “1517”.

- **Corporate Governance :**

Lee Chi follows worldwide management policy, including regular internal/external audit, and standardized financial reports. With the setup of company spokesman and effective communication methods, the board and corporate officers recognize that the long term interests of the company are advanced when they are responsive to the voices of customers, suppliers, employees and shareholders. Throughout the years, Lee Chi has also acquired certification for ISO- 9001、ISO- 14001、OHSAS- 18001、TOSHMS & AS-9100.

# Company Overview cont'd

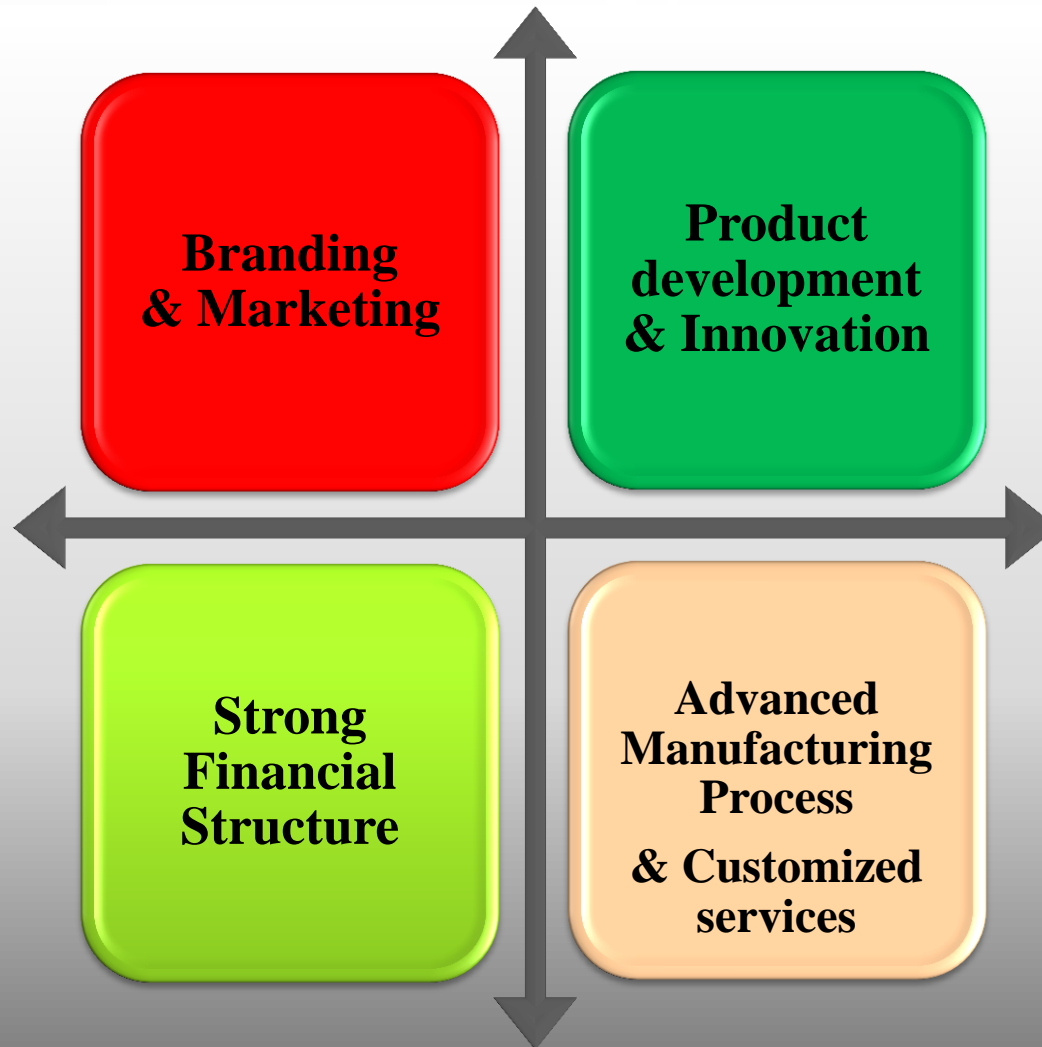
## • Company Principles :

The management team understands the need to change and the need for stability. With this philosophy, Lee Chi has weathered through multiple industry cycles and continues to grow with sustainability.



# Company Strength

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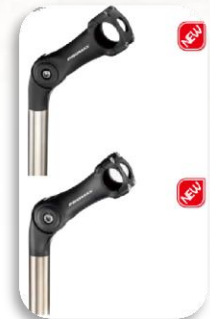


## News

[https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ\\_TxPE1hadPFkdeOIm9w&index=5&t=0s](https://www.youtube.com/watch?v=vTC3dv5c0pY&list=L6EJ_TxPE1hadPFkdeOIm9w&index=5&t=0s)

# Product Offering

-Products include Brake & Lever, Seat Post, Stem , Handle Bar , Hub, Forged parts & more.



# Innovation and Awards

## EUROBIKE AWARD & TAIPEI CYCLE d&i awards

### Crafty Post

Crafty Post



Award WINNER 2017  
Category Bike Components  
Company Leechi Enterprise Co., Ltd.

PROMAX

[GO TO PORTRAIT >](#)

Its adjustable height provides comfort under various riding conditions for mountain, city and E-bike. The identification system with built-in lighting and a personal design plate provides both safety and uniqueness features. A patented push mechanism is a key function to provide two adjustment speeds for improving rider safety. The modular gas spring provides an easy solution for riders to replace the old ones, ensuring constant performance of your personal post.

#### Outstanding in the following evaluation criteria

- Functionality
- Design

#### Jury Statement

This fully integrated saddle support system with light and number plate is an intelligent way of increasing the options for adjusting seat height. The Crafty Post thus offers genuine added value.

### V-POINT SEAT POST

Promax V-Point Seatpost



Award WINNER 2015  
Category Bike Components  
Company Leechi Enterprise Co., Ltd.

PROMAX

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The Promax V-Point Seatpost was inspired by the company's award-winning Click V-Point brake levers, which feature the patented V-Point mounting system that allows the user to put the same lever on the right or left side of the bars. Using this mounting system as a starting point, the designers and engineers at Promax developed a first-of-its-kind seatpost with independent fore-and-aft and seat-angle adjustability, as well as a patented, super-simple rail clamping system that requires only one Allen key to operate and never has to be disassembled or removed from the post to mount a saddle. Mounting a saddle to the post is a simple process, involving one Allen key and one set of hands.

#### Outstanding in the following evaluation criteria

- Degree of Innovation
- Functionality

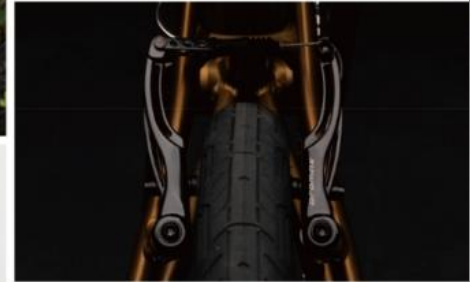
#### Jury Statement

Many bikers have long wished for a solution that allows easy assembly of the saddle. The clever design of this saddle attachment responds to this very wish. A by-product of this design is that the tilt of the saddle is comparatively easy to adjust.



# Branding

The self-owned brand “PROMAX” has been recognized globally as a popular choice in mid-high end bicycle consumer market for over 25 years.



# Distribution Channels & Services



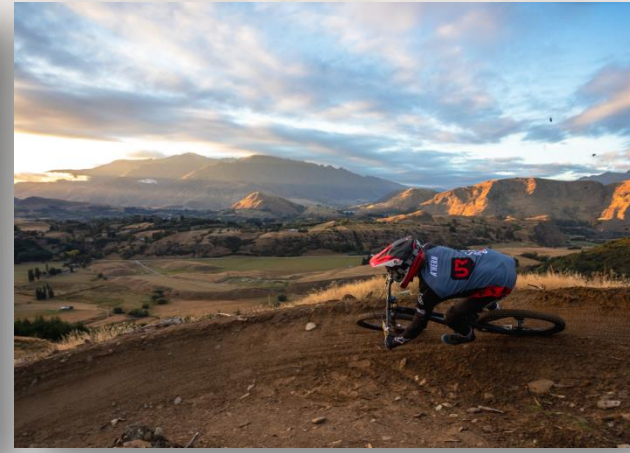
## CONTACT INFORMATION



- A Argentina**  
MA2 Distribution  
282 Santa Fe  
Mendoza, Argentina  
Tel: 02 614 385 513  
m2@ma2.com.ar
- Australia**  
Advance Traders (Australia) Pty Ltd.  
7 David Street  
Brisbane, QLD 4000  
Australia  
Tel: +61 8 34 1432 7276  
info@advtraders.com.au  
advtraders.com.au
- B Belgium**  
Maydo Bikes  
Tendelhof 2A  
3420 Du Varsloot  
Netherlands  
Tel: +31 492 22 06 10  
info@maydo.nl  
maydo.nl
- Bolivia**  
Gravity Bolivia  
Av. 18 de Julio #1100  
La Paz, Bolivia  
Tel: +591 2 241 1111  
gravitybolivia.com
- Brazil**  
BMX Parts Brasil  
Rua Henrique Jordani  
272-2a Vila  
Americana São Paulo, Brazil  
Tel: 021 465 1200  
bmvpartsbrasil@gmail.com
- Pro BMX**  
Tel: 05 011 8377 0032  
ventas@promax.com.br  
promax.com.br
- Canada**  
Distribution West  
7-4000 Capron Way  
Richmond, BC V6X 1R5 Canada  
Tel: 604 549 8452  
sales@distributionwest.com
- Sounden Agency Distribution**  
9419 47 St.  
Calgary, Alberta T2B 2B7  
Canada  
Tel: 403 245 8022  
info@sounden.ca
- Jagger Sports Co.**  
5885 North-Crest Road  
Mississauga, Ontario L4X 1Y1  
Canada  
Tel: 905 833 6377  
info@jaggersports.com  
jaggersports.com
- Colombia**  
República BMX  
Carrera 47 No 3-08  
Cali, Valle 09000  
Colombia  
Tel: 57 352 716 1196  
admin@republicabmx.com  
republicabmx.co
- Costa Rica**  
Costa Rica BMX Supply  
Avenida 3553-1080  
San José, Costa Rica  
Tel: 506 8328 7506  
sebastian@crbmx.com
- Curacao**  
Yess BMX Curacao  
Tel: +599 9 526 8885  
yessbmx@gmail.com
- Denmark**  
Londorf Cykler  
vib. Fælledvej 12  
2000 Frederiksberg  
Copenhagen, Denmark  
Tel: +45 32 20 11 10  
info@londorfcykler.dk  
londorfcykler.dk
- Eurobike**  
Kastanjeparken 42  
6270 Klatup  
Germany  
Tel: +49 20 62 79 76  
eurobike@eurobike.de  
eurobike.de
- Dominican Republic**  
Al Porto con Alfredo  
calle de la Parroquia 2 Casa #1  
Santo Domingo, D.R. 10500  
Tel: 829 881 1108  
alfredo@alportoconafrido.com  
alportoconafrido.com
- Ecuador**  
Rosa Extreme  
Mariscal, Ecuador  
Pedro Pablo Kuy 5-130 y  
Mariscal Tumbaco  
Cuenca, Ecuador 010201  
Cuenca  
info@rosaxtreme.com.ec  
rosaxtreme.com.ec
- France**  
Roc Company  
Christophe Morin  
Château de la Chapelle  
34000 Apt  
France  
Tel: +33 4 90 54 45 65  
info@roc-company.com  
roc-company.com
- Germany**  
Messinghager GmbH & Co.  
Hauptstraße 45  
036148, Baumbach Germany  
Tel: +49 5 544 844 445  
info@messinghager.com  
messinghager.com
- Traffic GmbH**  
Richard-Roy-Str. 12  
58329 Kettwig  
Germany  
Tel: +49 23 221 50007 23  
info@traffic-distribution.com
- Greece**  
Ideales Resort EPF  
Mikrotia, Kifissia Greece  
Kifissia 20100  
Tel: 0030 212 717 1778  
www.idealesresort.gr
- Hong Kong**  
BMX Evolution  
HK 12 International BMX Park  
31 Kowloon Street  
San Donato Bay, Kowloon, Hong Kong  
Tel: +852 8 827 8853  
info@bmxevolution.com  
bmxevolution.com.hk
- Hungary**  
Messinghager GmbH & Co.  
Hauptstraße 45  
036148, Baumbach Germany  
Tel: +49 5 544 844 445  
info@messinghager.com  
messinghager.com
- Indonesia**  
PI Biker  
Jl. Srengeddi KM 30  
Pasaribu, Lembang P.O. Box 100  
Bandung, West Java 40131 Indonesia  
Tel: +62 21 8606014  
info@piindonesia.biz
- Ireland**  
Moore Large & Co., Ltd.  
Glenageary Road  
Sutton Lane Industrial Estate  
Sutton Lane  
Dublin D08 V1X2  
Tel: +353 1 332 224 232  
sales@moorelarge.co.uk  
moorelarge.co.uk
- Italy**  
Assistenza Antonio Rullo  
Via S. Marzano 360  
22078 Cassina Riccardi (CO) Italy  
Tel: Fax: +39 031 334 573  
info@assistentiarullo.com
- Glencore Call S.R.L. (Agent)**  
Via del Moricaccio 9  
20074 Lissone  
Como - Italy  
Tel: +39 0362 9637000  
info@glencorecall.it
- Oldtimofotografie Mandell Spa**  
Via Trossano Orsini  
20041 Carate Brianza (MB) Italy  
Tel: +39 0362 1757000  
mandell@mandell.net
- Japan**  
Kusuhara International Co., Ltd.  
1-1-22 Chomei, Chiyoda-ku, Tokyo  
Tokyo, Japan 100-0001  
Tel: +81 3 6971 1855  
info@kusuhara-bike.com  
kusuhara-bike.com
- Luxembourg**  
Maydo Bikes  
Tendelhof 2A  
3420 Du Varsloot  
Netherlands  
Tel: +31 492 22 06 10  
info@maydo.nl  
maydo.nl
- Mexico**  
Belfort Bikes S.A. De C.V.  
Viviente Cuernavaca No. 78  
Col. Agua Blanca Zapopan  
Jalisco 46200, Mexico  
Tel: 052 333 236 1160  
sales@belfortbikes.com
- Cananea 777**  
Calle Venustiano  
Ramos 777 Col. Azul  
Cuernavaca, Tlaxcala 22000  
Mexico  
Tel: 048 578 5432  
bikes\_777@hotmail.com
- Extreme Rider**  
Enza Martinez  
Paseo de la Libertad #100  
Col. Jardines de la Montaña  
Mexico DF 14210  
Tel: 55 55 55 55 55  
extremarider@gmail.com
- Netherlands**  
Maydo Bikes  
Tendelhof 2A  
3420 Du Varsloot  
Netherlands  
Tel: +31 492 22 06 10  
info@maydo.nl  
maydo.nl
- New Zealand**  
Action Down Under  
14 Kumeu Place  
Te Kope, Hamilton 3241  
New Zealand  
Tel: +64 7 848 5493  
actiondownunder.co.nz
- Norway**  
Sandnes Tuktatukta AS  
Lustreveien 75  
4013 Sandness  
Tel: 4375067  
info@tuktatukta.no  
tuktatukta.no
- Peru**  
Diego Yaque S.A.C.  
Yury Medina Sanchez  
P. Jose Dávalos 138-106  
Magdalena del Mar, Lima 117  
Peru  
Tel: 51 7722454  
yury@diego-yaque.com
- Paraguay**  
Diego Yaque S.A.C.  
Yury Medina Sanchez  
P. Jose Dávalos 138-106  
Magdalena del Mar, Lima 117  
Peru  
Tel: 51 7722454  
yury@diego-yaque.com
- Peru**  
Diego Yaque S.A.C.  
Yury Medina Sanchez  
P. Jose Dávalos 138-106  
Magdalena del Mar, Lima 117  
Peru  
Tel: 51 7722454  
yury@diego-yaque.com
- Singapore**  
Crisle Asia Pte / kohl  
Block 521  
Duke Road #02-150  
Singapore 479205  
info@crisle.com.sg  
info@kohl.com.sg
- Slovakia**  
Slovakia S.R.O.  
Cesta 1, Chodovce nad Váhom  
079 81 Chodovce nad Váhom  
Slovakia  
Tel: +421 42 4421556  
info@skyslovakia.sk  
skyslovakia.sk
- Slovenia**  
Inverted B  
Tel: +386 31 49 265 211  
info@inverted.si  
inverted.si
- Spain**  
Tobleron Bikes S.L.  
Calle Benavente, 10-102  
Las Rozas de Madrid, 28922  
Spain  
Tel: +34 91 010 4538  
info@tobleronbikes.com  
tobleronbikes.com
- Roc Company**  
Christophe Morin  
Château de la Chapelle  
34000 Apt  
France  
Tel: +33 4 90 54 45 65  
info@roc-company.com  
roc-company.com
- South Africa**  
Zon Bikes Pty (Ltd)  
10 Stuart Street  
Somerset-Esplanade Park  
Somerset West  
Cap Town, Western Cape 7530  
South Africa  
Tel: 1 27 72517066  
info@zonbikes.co.za
- Sweden**  
Blue and Yellow  
(Actionpoint Store)  
Årstadgatan 5  
202 17 Årstad  
Sweden  
Tel: +46 70 526 10 88  
info@blueandyellow.se  
blueandyellow.se
- United Kingdom**  
Moore Large & Co. Ltd.  
Grange Road  
Sutton Lane Industrial Estate  
Sutton Lane  
Dublin D08 V1X2  
Tel: +44 1 332 224 232  
sales@moorelarge.co.uk  
moorelarge.co.uk
- United States**  
Cycle Group Inc.  
4001 Components  
1800 N. Elgin Road  
Aurora, IL 60005  
Tel: 708 689 9167  
info@cyclegroupinc.com  
cyclegroupinc.com
- Bicycle Technologies Int.**  
Tel: 508 473 1818  
info@bicycletech.com  
bicycletech.com
- JD Cycle Supply**  
12001 N. 39th St.  
Scottsdale, AZ 85251  
Tel: 480 345 1111  
info@jdcycle.com  
jdcycle.com
- Quality Bicycle Products**  
Tel: 800 345 1111  
info@qbp.com  
qbp.com
- Torcano Industries**  
20301 Lake Forest Drive  
Suite 818  
Lake Forest, CA 92630  
Tel: 949 384 2844  
info@torcanoindustries.com  
torcanoindustries.com
- Western Power Sports**  
Tel: 800 345 1111  
info@wpsports.com  
wpsports.com

For the most up-to-date distributor listing, please visit [promaxcomponents.com/distributors](http://promaxcomponents.com/distributors)

# Sponsorship & Marketing



# Sponsorship & Marketing cont'd

the UCI Elite Women BMX

World Championships : Alise Willoughby



the UCI Elite Women DH

Overall Championships : Tracey Hannah



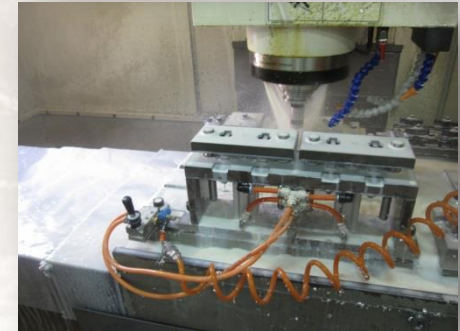
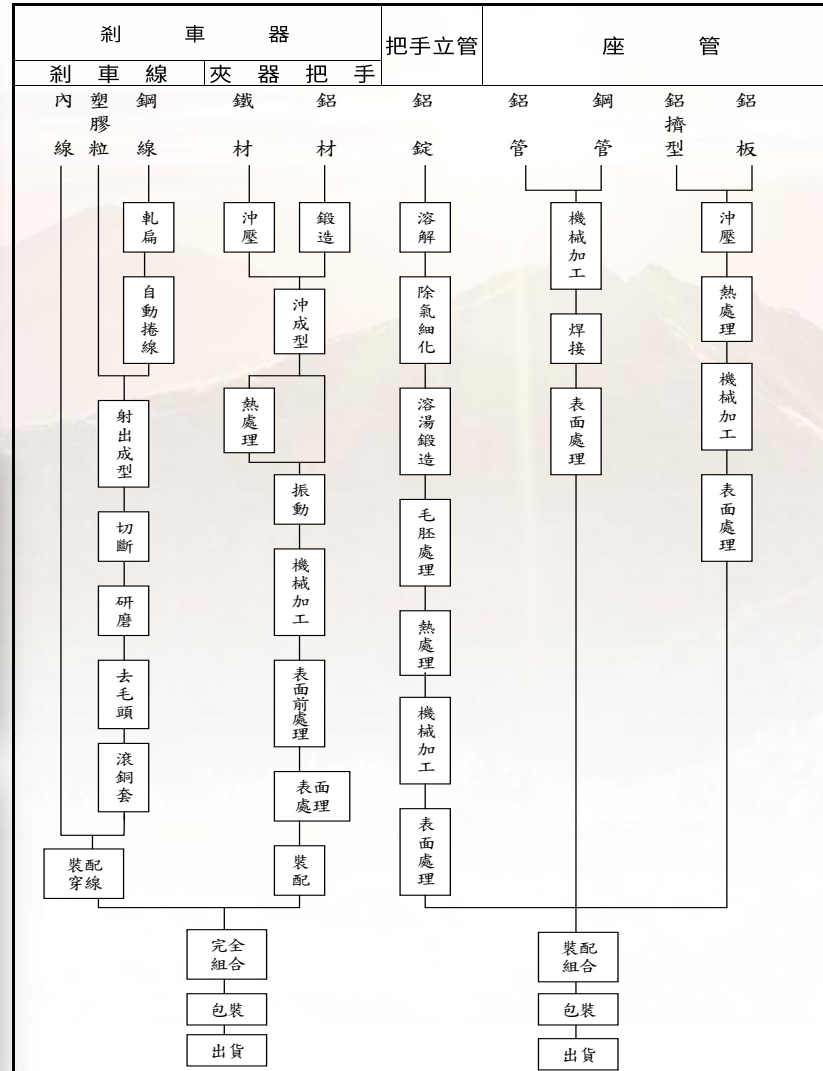
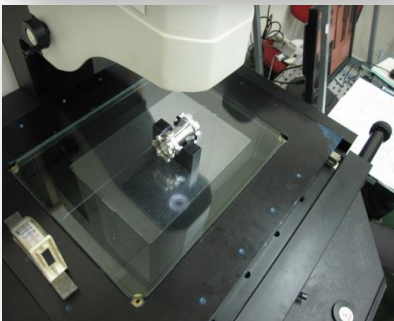
PROMAX

# Core Competence

Various Processes : forging, die-casting, precision CNC, heat- treatment, composite forming, Assembly , laboratory etc.



# Core Competence – Product manufacturing process



# ESG-Sustainability

The company will strive to implement corporate social responsibility through:

1. Sustainable goals: "Best workplace, environmental protection, supply chain management, social engagement."
2. Five core business principles: "Pursue excellence with diligence, unleash collective power for mutual benefit, satisfy customers with quality, share achievements with employees, innovate for the future."

These elements are intertwined, aiming to achieve effective corporate governance, foster a sustainable environment, and contribute to social welfare. The goal is to deeply involve every stakeholder and achieve the objective of "Net Zero Transformation, Sustaining Together."



[永續報告書下載 - 企業社會責任 - 利奇機械  
工業股份有限公司 \(leechi.com.tw\)](http://leechi.com.tw)

# ESG-Environment

1. The company continues to promote green energy, build solar power generation systems in the factory area, and evaluate the purchase and use of green electricity.
2. The company continues to promote the greening of the factory area, purchasing adjacent land and planting more than 1,500 trees.
3. The company continues to promote energy saving, such as adopting energy-saving lamps, frequency conversion equipment, heat insulation, or cooling equipment.
4. The company pays attention to the maintenance of the surrounding environment of the factory area and actively takes good care of the neighborhood.
5. The company implements waste reduction, classification and recycling in the factory area.
6. The company reduces the use of fossil fuels, by replacing old less energy efficient vehicles with new ones, some of which are electric.
7. The company invested in the upgrading of air pollution equipment to improve the pollution process.
8. The company builds wastewater treatment equipment to implement water discharge reduction and reuse.
9. The company ensures that the waste in the factory area is disposed of in accordance with the law, and the recycling and reuse are done well.



# ESG-Social Responsibility

Through time, resource and talent devotion, Lee chi and its employees are dedicated to contributing back to the society, fulfilling the cycle of sustainability.



# ESG-Corporate Governance

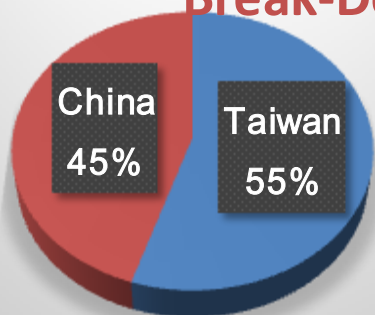
The company treats corporate governance with great importance. In response to the international sustainable development trend, we continue to strengthen company's information disclosure on all level, and maintain a transparent operation.

1. The Company has established a good corporate governance system, the Company drafted the “Governance Best Practice Principles”, control and review the implementation status.
2. The Company has established a spokesperson system, the Company's website has established a shareholder information investor service window, and a dedicated person is responsible for matters related to stock affairs.
3. The company has improved the composition and responsibilities of the board of directors.
4. The company has established the Remuneration Committee and Audit Committee, according to the law.
5. The Company has set up full-time (part-time) personnel to handle corporate governance-related matters and appointed the head of corporate governance to be responsible for supervision to strengthen the functions of the Board of Directors.
6. Stakeholders can communicate with the Company and make suggestions to protect their legitimate rights and interests.
7. A shareholder information investor service window has been set up on the Company's website to appropriately respond to important corporate social responsibility issues of concern to stakeholders.
8. The company has implemented employee care, attaches importance to management and two-way communication, and creates a good working environment and benefits

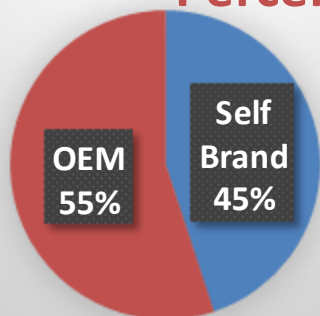
# Operation Highlights

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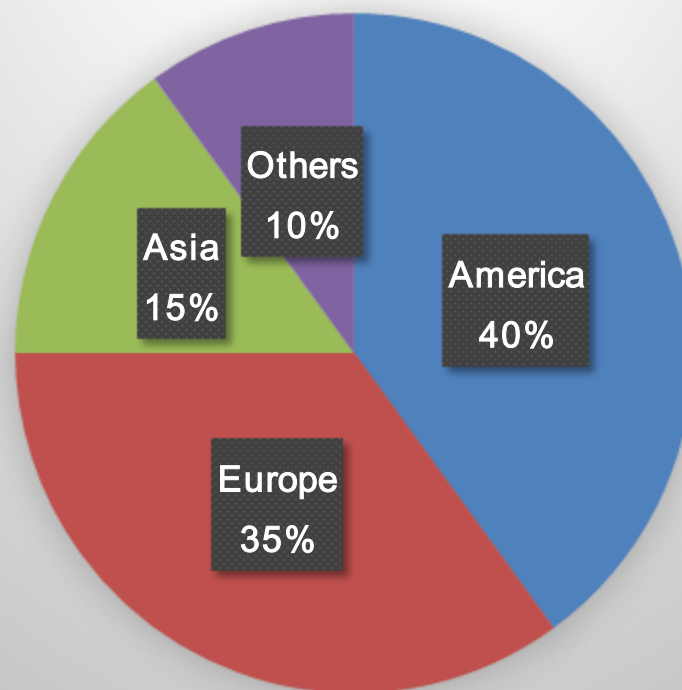
**Production Capacity  
Break-Down**



**Self Brand & OEM  
Percentage**



**Sales Break-Down**



# Financial Highlights

## Consolidated Income Statements

Unit: NTD(thousands)

	2018	2019	2020	2021	2022	2023 Q1~Q3
Sales Revenue	2,995,946	2,999,007	3,383,919	4,879,953	5,084,564	1,478,122
Gross Margin(%)	9.14	11.00	15.39	18.73	19.76	4.32
Operating Income	-151,377	-83,234	136,845	455,533	597,955	-198,945
Net Income	91,840	15,965	202,305	494,023	555,205	-59,867
EPS (NT\$)	0.41	0.06	0.76	2.00	2.55	-0.32
Cash Div.(NT\$)	0.25	0.2	0.35	0.8	0.9	



THANK YOU

